

# Technical Sales Specialist

An abstract graphic featuring a dark grey background. A large, thick, teal-colored swoosh or brushstroke curves from the top right towards the bottom left, creating a dynamic, modern shape.

# Technical Sales Specialist

A full time, competitive salary and benefits package on offer, within an employee owned organisation.

Closing date: Wednesday, 3rd of January 2024

The ABER Instruments Sales and Marketing team is looking to grow with the addition of a Technical Sales Specialist. We are an employee owned company based in Aberystwyth, with over 30 years' of experience making monitoring instrumentation for the brewing and biotech markets. All our employee owners are committed to providing excellent products and services. Our website has more information about our ethos, history and products.

In joining us at this exciting time in our development, you will receive a generous benefits package including a competitive salary, a twice yearly profit share, a holiday entitlement of 20 days, increasing to 26 days with service, plus Christmas closure leave, as well as flexible working and a generous pension. Following probation, colleagues are gifted 1000 shares, receive income protection, life insurance and can join the cycle to work scheme.

The company is an established, global market leader constantly working to innovate and expand our product portfolio, with bases in the U.K and the U.S. We count many of the world's leading biotech and brewing companies as valued customers.

## **Main Purpose**

The Technical Sales Specialist will be responsible for direct customer sales in the European region. This position will work closely with end users to promote and drive customer adoption and use of ABER technology in the Biotech and Brewing markets. The technical sales specialist will work closely with the EMEA Sales Manager to drive direct sales outside of our existing distributor networks, and to protected key accounts. The technical sales specialist will also work closely with cross-functional teams to deliver go-to-market plans, manage the sales pipeline, and to grow sales in the European region.

## **Duties to Include**

- Promote Aber's product portfolio to drive customer adoption in the European market
- Work closely with cross-functional teams to develop and implement go-to-market plans, including pricing, positioning, and marketing strategy
- Build and manage the sales pipeline, maintain leads in CRM and ensure accurate forecasting
- Analyse market trends and customer needs to identify new business opportunities
- Deliver sales presentations, demos and proposals to customers
- Participate in marketing activities to grow market awareness of Aber Technology
- Ensure customer satisfaction and manage post-sales relationships
- Maintain a strong understanding of the competitive landscape and industry trends

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## **Current Vacancies**

[www.aberinstruments.com](http://www.aberinstruments.com)

Based from home, within the defined locations, with 50% travel to customer sites, head office, or tradeshow.

## **Knowledge, Skills & Experience**

### **Essential**

- Minimum BSc in Biotechnology or cell biology (MSc or PhD preferred)
- Understanding of biotechnology industry and bioprocessing solutions would be beneficial
- 1-2 years sales experience preferred, but not essential.
- Customer and solution focused
- Previous use of CRM would be advantageous
- Strong communication and presentation skills
- Self motivated and highly organised
- Located within 3 hours of Aberystwyth, ideally near an international airport.

### **Desirable**

- Understanding of an Employee Owned organisation
- Familiarity with industry markets and trends within biotechnology and brewing
- Commitment to continuous personal development

To apply, please send your CV and covering letter detailing your skills and experience to [hr@aberinstruments.com](mailto:hr@aberinstruments.com) by 3rd of January 2024. For an informal discussion please call Christina on 07483 044699.

Please note ABER Instruments will be closed for the festive period from 22nd of December 2023 until the 2nd of January 2024.

To apply please send a CV and Cover Letter by email to: [hr@aberinstruments.com](mailto:hr@aberinstruments.com)

# Aber employee benefits at a glance

As part of Aber's commitment to making the company a great place to work and to reward our employees for their contribution and hard work, we offer the following benefits.

1000 gifted shares on completion of probation period



ABER profit share



Flexible working



Peace of mind if you die in service  
(4x salary for your family)



Income protection scheme  
(75% of salary)



Opportunity to buy further  
ABER shares



20 days increasing to 26 days (UK based) holiday plus bank holidays with additional shutdown between Christmas and New Year



Opportunity to influence how the company grows and operates through an employee council.



ABER contributes 8% towards your pension scheme, while you contribute just 3%



Cycle to Work scheme

